Life just isn't that simple anymore.

Today people not only want a great tasting cigarette, but one that's low in "tar" and nicotine. Nothing's simple anymore.

But through a very intricate blending process and modern filtering system we've managed to lower the "tar" and nicotine and still give you a cigarette with full rich flavor for you to enjoy.

Benson & Hedges.
Multifilter

BENSON & HEDGES
MULTIFILTER

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.8 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.

00707-00045B
"Parking Garage"
Pg. 4/C Bl.
TV Guide-Oct. 26, 1974
Wells, Rich, Greene, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/ssjx0001

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